



NEWS RELEASE

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THROWING SHADE VA PROGRAM GROWS TO 13 RETAIL NURSERY LOCATIONS

Get discounts at participating locations through May 1 – While supplies last!

CHARLOTTESVILLE, VA – You asked, we listened. Discounted native plants are now available at more retail nursery locations across Virginia. Following a successful pilot program last spring, the Virginia Department of Forestry (DOF) is expanding the Throwing Shade Virginia program to partner with more nurseries this year.

From now through May 1, retail customers can receive \$25 discounts on select native trees and shrubs (valued at \$50 or more) from participating nurseries. Throwing Shade VA incentivizes Virginians to plant native species of trees and shrubs, which provide water quality benefits and offer an important source of food and habitat for wildlife and pollinators. Not only can native species meet any landscaping objective, since they are already adapted to Virginia’s climate and environment, they require less maintenance and little to no fertilizer.

Receiving the discount is easy. Visit a participating location, choose native trees and shrubs with the Throwing Shade VA tag, scan the QR code and complete a short survey (only once, regardless of how many eligible plants you purchase), show the completed survey at checkout, and receive your discount.



“Last year’s pilot of Throwing Shade VA was a resounding success, with more than 1,550 native plants sold through the program at three nurseries,” said Urban and Community Forestry Partnership Coordinator Molly O’Liddy. “After receiving positive feedback from both customers and nursery partners, we’re excited to expand Throwing Shade to 10 nurseries across the state this year, from Blacksburg to Burke to Chesapeake, with a total of 13 participating locations.”

Support for this program comes from state water quality improvement funds, which DOF is using to reimburse nurseries for the discounts. All trees planted through this program are reported as part of the state’s [Phase III Watershed Implementation Plan](#). Customer surveys help DOF track progress towards the Commonwealth’s water quality improvement goals. This also helps inform DOF funding decisions for additional planting projects. Collected information is confidential and will not be displayed or given to outside parties. (For those who prefer, paper forms will be available at the point of purchase.)

Discounts are available through May 1 (while supplies last). To learn more about Throwing Shade VA and the importance of native species, visit DOF’s website:

<https://dof.virginia.gov/urban-community-forestry/urban-forestry-community-assistance/throwing-shade-va-program/>

Visit a participating Throwing Shade VA nursery location:

Burke Nursery & Garden Centre

9401 Burke Road
Burke, Virginia 22015
(703) 323-1188
burkenursery.com

Cross Creek Nurseries and Landscaping (Two Locations)

501 Courthouse Road
Richmond, Virginia 23236
(804) 378-0700

15503 Ashland Road
Rockville, Virginia 23146
(804) 620-2002
crosscreeknursery.com

Crow's Nest Greenhouses

1811 Brookfield Road
Blacksburg, Virginia 24060
(540) 552-5550
crowsnestgreenhouses.com

Ed's Landscaping and Garden Center

4032 Mechanicsville Turnpike
Mechanicsville, Virginia 23111
(804) 781-0500
edslandscape.com

Meadow Farms Nurseries and Landscaping (Three participating locations)

5043 Plank Road
Fredericksburg, Virginia 22407
(540) 307-2339

8424 Patriot Highway
Fredericksburg, Virginia 22407
(540) 710-8999

597 Garrisonville Road
Stafford, Virginia 22554
(540) 779-7072
meadowfarms.com

Seven Bends Nursery

Strasburg and Winchester, Virginia
Location details: sevenbends.org
540-416-2662

Southern Branch Nursery

1412 Benefit Road
Chesapeake, Virginia 23322
(757) 373-7763
southernbranchnursery.com

Watermark Woods

16764 Hamilton Station Road
Hamilton, Virginia 20158
(540) 441-7443
watermarkwoods.com

Waynesboro Landscape and Garden Center

2032 West Main Street
Waynesboro, Virginia 22980
(540) 942-4646
waynesborogardens.com

Woodstock Gardens

1175 South Hisey Avenue
Woodstock, Virginia 22664
(540) 459-5151
woodstock-gardens.com

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About the Virginia Department of Forestry

The Virginia Department of Forestry (DOF) protects and develops healthy, sustainable forest resources for Virginians. With 16 million acres of forestland and more than 108,000 Virginians employed in forestry, forest products and related industries, Virginia forests provide an overall economic output of more than \$23 billion annually. Headquartered in Charlottesville, the agency has forestry staff members assigned to every county to provide citizen service and public safety protection across the Commonwealth, which it's been doing now for more than 100 years. DOF is an equal opportunity provider.